

Message Text

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PAGE 01 NEW DE 09461 141438Z

46

ACTION COME-00

INFO OCT-01 NEA-05 ADP-00 CIAE-00 EB-05 INR-10 LAB-02

NSAE-00 PA-02 RSC-01 SIL-01 USIA-12 PRS-01 RSR-01

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R 141315Z AUG 73

FM AMEMBASSY NEW DELHI

TO SECSTATE WASHDC 6176

INFO AMEMBASSY ISLAMABAD

AMCONSUL BOMBAY

AMCONSUL CALCUTTA

AMCONSUL KARACHI

AMCONSUL MADRAS

UNCLAS NEW DELHI 9461

E.O. 11652: N/A

TAGS: BEXP IN

SUBJECT: PROPOSED FY 75 TRADE PROMOTION PROGRAM

REF: (A) STATE A-5938, JULY 12, 1973; (B) NEW DELHI 2718;

(C) NEW DELHI 2655; (D) NEW DELHI 8285

EMBASSY IN CONSULTATION WITH BOMBAY, CALCUTTA AND MADRAS
CONSULATES, SUGGESTS FOLLOWING POSSIBLE TRADE PROMOTION EVENTS
FOR FY 1975:

TRADE MISSIONS

(A) MINING AND EARTHMOVING EQUIPMENT (DECEMBER 1974) --
ASSUMING THAT MARKET RESEARCH TO BE CONDUCTED DURING
FY 74 INDICATES GOOD POTENTIAL FOR SALES. THIS
MISSION WAS INCLUDED BY COMMERCE IN THE FY 74
PROMOTIONAL PROGRAM BUT WE RECOMMENDED DEFERRAL
BECAUSE WE BELIEVE A MISSION IN FY 75 WILL BE
BETTER TIMED TO COINCIDE WITH GOI INVESTMENTS IN
MINERALS SECTOR.

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PAGE 02 NEW DE 09461 141438Z

(B) SHIP BUILDING AND PORT MAINTENANCE EQUIPMENT -
(MARCH 1975) -- REF D IDENTIFIES THIS AS PROMISING
AREA FOR FUTURE TRADE MISSION. WE WOULD LIKE TO
CONDUCT PREPARATORY MARKET RESEARCH DURING FY 74.

SOLO EXHIBITION

(A) SPECIAL MACHINE TOOLS, NUMERICAL CONTROL TOOLS AND
PRECISION MEASURING INSTRUMENTS (JANUARY 1975) -- WE
BELIEVE THIS IS A PROMISING AREA AND WE PLAN TO SURVEY LOCAL
MARKET DURING FY 74. SOLO EXHIBIT COMPLETE WITH INDUSTRY EXPERTS,
WORKING MODELS, CATALOGS, AND OTHER PROMOTIONAL DEVICES COULD BE
MOUNTED IN THE FALL OF 74, ASSUMING MARKET RESEARCH INDICATES
GOOD POTENTIAL.

INDUSTRY SEMINARS

IN LINE WITH RECENT JOINT STATE/USIA AIRGRAM ON USE OF
SEMINARS AS A TRADE PROMOTIONAL TOOL, WE PROPOSE TO MOUNT
SEMINARS IN SELECTED INDIAN CITIES. WE HOPE TO TAKE ADVANTAGE
OF VISITS TO INDIA (WHICH COMMERCE COULD HELP TO ARRANGE) OF
INDUSTRY REPRESENTATIVES IN CERTAIN AREAS. VISITING US
BUSINESSMEN WOULD BE ENCOURAGED TO GIVE SLIDE/SHOW SEMINAR
WITH FULL EMBASSY/USIS SUPPORT. CONGEN MADRAS STAGED
SUCCESSFUL EVENT OF THIS TYPE DURING FY 73. TWO AREAS WE HAVE
IN MIND ARE PACKAGING EQUIPMENT AND ELECTRONIC EQUIPMENT. WE
ARE PREPARED TO DO MARKET RESEARCH IN BOTH OF THESE AREAS DURING
FY 74 TO CONFIRM POTENTIAL FOR U.S. EXPORTS.

CATALOG SHOWS

WE BELIEVE THE FOLLOWING THREE AREAS COULD FORM THE BASIS
FOR SUCCESSFUL EVENTS IN FY 75:

(A) PRINTING EQUIPMENT (SEPTEMBER 1974) -- THIS SHOW
WAS DELETED FROM THE FY 73 PROGRAM. ALTHOUGH WE
KNOW THE NUMBER OF CATALOGS WILL NOT BE AS GREAT
AS IN THE CASE OF AGRICULTURAL OR MATERIALS HANDLING
EQUIPMENT, WE BELIEVE A SERIES OF LOW-KEY SHOWS,
SOME OF WHICH MIGHT BE HELD AT EMBASSY/CONGEN
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UNCLASSIFIED

PAGE 03 NEW DE 09461 141438Z

PREMISES, WOULD HAVE GOOD IMPACT. WE
WOULD PLAN TO IDENTIFY PROSPECTIVE BUYERS AND
INVITE THEM TO EXAMINE CATALOGS BY APPOINTMENT.

(B) HOSPITAL AND HEALTH CARE EQUIPMENT (APRIL 1975) --
EMPHASIS HERE WOULD BE ON RELATIVELY SOPHISTICATED
ITEMS NOT PRODUCED LOCALLY. SHOWS WOULD BE
TAILORED TO MEET LOCAL CONDITIONS. WE ARE HEREBY

REVERSING OUR POSITION EXPRESSED IN REF B BECAUSE WE NOW BELIEVE THERE IS A GOOD POTENTIAL MARKET FOR HOSPITAL EQUIPMENT. WHERE POSSIBLE, WE WILL TRY FOR MAXIMUM SUPPORT FROM LOCAL CHAMBERS OF COMMERCE AND INTERESTED GOVERNMENT ORGANIZATIONS.

(C) ALTERNATE THEME -- INSECTICIDES, PESTICIDES AND RELATED EQUIPMENT (JANUARY 1975) -- IMPORTS OF THESE ITEMS HAVE AVERAGED FOUR TO FIVE MILLION DOLLARS ANNUALLY (MOSTLY FROM US). SHOW COULD WELL DEVELOP INVESTMENT OPPORTUNITIES IN ADDITION TO BOOSTING SALES.

DEFERRED EVENTS

(A) URBAN AND RURAL WASTE TREATMENT SYSTEM AND EQUIPMENT -- THERE MAY BE SCOPE FOR A TRADE MISSION AFTER FY 75, DEPENDING ON THE FINDINGS OF A TECHNICAL TEAM VISIT WHICH WE RECOMMENDED IN REF D.

(B) INDUSTRIAL REGULATING AND CONTROL INSTRUMENTATION -- A TRADE MISSION MAY ALSO BE JUSTIFIED IN THE FUTURE ASSUMING FAVORABLE RESULTS OF MARKET RESEARCH BEING CARRIED OUT BY BOMBAY AND A SUCCESSFUL EXHIBIT IN FY 74 (REF D).

PROJECTS DEEMED NOT WORTHWHILE FOR THE PRESENT

(A) TRADE MISSION ON AGRICULTURAL AND IRRIGATION EQUIPMENT -- BECAUSE OF LUKEWARM RESPONSE TO SEVEN CATALOG SHOWS HELD DURING FY 73, WE ARE REVISING OUR TENTATIVE RECOMMENDATION (REF C) FOR A MISSION AND RECOMMEND AGAINST AN EVENT IN THIS AREA FOR THE TIME BEING.

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PAGE 04 NEW DE 09461 141438Z

(B) TRADE MISSION ON SPECIALIZED INDUSTRIAL PROCESSING SYSTEMS AND EQUIPMENT -- BELIEVE THIS CAN BE BROKEN DOWN INTO MORE SPECIFIC CATEGORIES, INCLUDING SOME EVENTS WE HAVE ALREADY RECOMMENDED, FOR EXAMPLE, EXHIBITION OF REGULATING AND CONTROL INSTRUMENTATION IN FY 74 AND ELECTRONICS AND PACKAGING SEMINARS IN FY 75.

(C) CATALOG SHOW ON AIRCONDITIONING AND REFRIGERATION EQUIPMENT -- NOT PROMISING BECAUSE OF SUFFICIENT LOCAL PRODUCTION CAPACITY.

(D) CATALOG SHOW ON FOOD PROCESSING EQUIPMENT -- NOT WORTHWHILE BECAUSE OF POOR RESPONSE TO CATALOG SHOWS MOUNTED TWO YEARS AGO. MOYNIHAN

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